

# **D6.1 EXPLOITATION STRATEGY**

**Coordinator: Wayra**

**With contributions from: All**

Reviewer: IAIS

Deliverable nature	Report (R)
Dissemination level (Confidentiality)	Public (PU)
Contractual delivery date	30 <sup>th</sup> April, 2015
Actual delivery date	30 <sup>th</sup> April, 2015
Keywords	exploitation, dissemination

---

## Table of contents

1	Executive summary.....	4
2	Introduction .....	5
3	Exploitable Results .....	5
3.1	Commercial Results .....	5
3.2	Infrastructure Results .....	6
3.3	Knowledge Results .....	6
3.4	Open Data Network Results .....	7
3.5	Acceleration Program Results .....	7
4	Exploitable Results .....	8
4.1	Commercial Results .....	8
4.1.1	Mini-project evaluation .....	8
4.1.2	Graduation ceremony .....	9
4.1.3	Marketing plan .....	9
4.2	Infrastructure Exploitation .....	9
4.2.1	User feedback .....	9
4.2.2	Platform standards .....	10
4.2.3	Training material.....	10
4.3	Knowledge Exploitation .....	10
4.4	Acceleration Program Exploitation .....	11
4.4.1	Acceleration programme .....	11
4.4.2	Open Data Acceleration Handbook.....	11
4.5	Open Data Network Exploitation .....	11
4.5.1	Partner membership.....	11
4.5.2	Opendataeurope500.eu .....	11
5	Exploitation plan by partner .....	12
5.1	SOTON .....	12
5.2	IAIS .....	13

---

5.3	The Guardian.....	13
5.4	OKFN.....	13
5.5	ODI .....	13
5.6	TID.....	14
5.7	WAYRA .....	16

---

# 1 Executive summary

The Exploitation Strategy has been developed in order to ensure that ODINE project results are fully mainstreamed, multiplied and sustained. The plan will describe the activities to undertake in order to ensure the continuation of the ODINE project well beyond the incubation period. There is huge opportunity to ensure positive impact on the open data ecosystem through the mini projects that result from the ODINE project. By ensuring that the project results are **used** by specific target groups, stakeholders and end-users we will stimulate the continuity and transfer of outputs to other initiatives. The goal is to allow others to benefit and be influenced by the project outputs. This can take form by means of the products and services produced by the project, or by providing visibility to the successful use of open data to inspire others to fuel the open data economy.

## 2 Introduction

While dissemination has more to do with making the results of the project visible, exploitation is responsible for ensuring use of the project results during and after implementation. The consortium must convince stakeholders that the project results are worthy of use. The exploitation plan will describe the activities needed to be performed in order to reach out to the target groups via mainstreaming mechanisms as well as persuading them to use and adopt the results to guarantee the continuation of ODINE after conclusion.

One of ODINE's unique selling points is its exploitation potential. The aim of the project is to strengthen the European data economy by planting the seed for a sustainable network of open data businesses. As such our primary concern will be to support the members of our partnership program in commercializing their data-centric ideas, some of which will be implemented with financial means offered by the project. Significant efforts are dedicated to allow startups and SMEs to showcase their ideas to potential investors and lay out sustainable exploitation plans and business models. We will define an exploitation strategy for the main outcomes of the project, including, most relevantly, a plan to ensure the continuity and growth of the open data business network.

As stated in Article 28 of the Grant Agreement, the beneficiaries must, up to **four years** after the duration of the action (30 months), ensure exploitation of its results by:

- a) Using them in further research activities;
- b) Developing, creating or marking a product or process;
- c) Creating and providing a service, or
- d) Using them in standardization activities

## 3 Exploitable Results

### 3.1 Commercial Results

ODINEs main output is the open data driven products and services that will result from the mini-projects. The commercial development of the products and services will help the open data-driven start-ups and SMEs become profitable and provide the EU population with something that they may want or need. There are those sectors where open data innovation can be particularly important such as healthcare, transportation and energy management. Indirectly, the development of new commercial activity will potentially improve the labour market by creating new jobs. Thus products/solutions will have the potential to create impact on the economic and social sphere. It is expected that up to 50 start-ups and SMEs will result from the ODINE project.

The stronger the success of these mini-projects, the more acknowledgements will be made on the value of open data and thus a further increase of future engagement with open data by data providers, investors and entrepreneurs will emerge. ODINE wants to showcase the feasibility and potential of a new data economy, based on the availability of open data entrepreneurship and innovation.

The mini-projects are one of the direct new conditions that will result from ODINE though the new services and products available. These open data driven businesses have the potential of creating new solutions for European citizens, industries and government bodies by exploiting the value of open data. As data owners begin to see the benefits of opening data to the ecosystem, a desire by these data owners to share data will be highly likely and even irresistible.

The ODINE project shows that open data can generate benefits in economical terms (money, investments, revenue). The project hopes to inspire that open data is a grown-up concept which can generate a lot of profit if it's implemented in time.

### **3.2 Infrastructure Results**

So that the startups and SMEs can explore their ideas and experiment with open data, a number of a tailored data management infrastructure in the cloud will be developed. The aim of this tool is to provide access to accurate, up-to-date, enriched, and interlinked versions of the data that they need to pursue their entrepreneurial ambitions, and where they can deploy the experimental versions of their products and services. The exploitation plan seeks to offer activities to ensure that these infrastructure tools are used during and after the project.

The infrastructure provided will be built on the already existent FIWARE technology under the FI-Lab facilities, adding new tools and functions for the selected start-ups and SMEs. The startups and SMEs will also receive a comprehensive stack of OpenSource tools to work with Open Data and Linked Data. The expected result is the usability of an open data platform by preselected talent which will develop tools and projects, through which to attract new stake holders.

One of the key solutions is the Fi-WARE solution which is tailored to the requirements necessary for open data management, analytics, visualization and extraction. Fi-WARE has been developed around the "Generic Enable" model offering ease of open data use and the ability to process data in real time. The consumption of data in real time is also available with CKAN, Context Broker (ORION). The ODINE project will also utilize existing platforms of open data sets that have been built on OKNFs CKAN software. Many of these data sets are already provided by EU government bodies via open data web portals such as LOD2's, Publicdata.eu and Open Data Census.

FI-WARE also has a set of working instances under its FI-LAB solution consisting of a set of federal nodes as well as commercial nodes to be provided participating private companies in order to help the development and execution of business plans. The cloud based solution offers the following;

- Computing (IaaS);
- Storage (both object storage and volumes management);
- Integrated authentication and authorization based on OAuth 2.0;
- Platform as a Service to deploy dedicated instances of the Generic Enablers as Virtual Machines;
- Generic Enablers offered 'as a Service'

### **3.3 Knowledge Results**

One of the improvements that will result from ODINE is the further development of the open data knowledge economy. By gathering experts and enthusiasts, provoking discussion and learning, a

higher level of understanding and evolution of the Open Data intellectual capital will result. Knowledge results include training material, informational articles, toolkits, webinar recordings and open data guidelines.

- Knowledge producing deliverables include;
- Summary of the call, lessons learned and best practices
- Summary of the program, lessons learned and best practices
- Legal and privacy toolkit v1
- Legal and privacy toolkit v2
- Online presence and marketing tools
- Training curriculum, learning materials and webinar
- Business models, lessons learned and success stories

The exploitation strategy will describe the necessary mechanisms to ensure that the open data economy is developed by ensuring activities such as knowledge development activities and optimized acceleration plans.

### **3.4 Open Data Network Results**

The ODINE project plans to establish an EU-wide, industry focused network of open data start-ups and SMEs around Europe.

It will do this by organizing an acceleration program to support the development of their business ideas and by boosting their networking capabilities. There will be opportunities to network via events, contacts provided by mentors and advisors as well as with suggested contacts provided by the partners.

The proposal is the creation of a network of European open data entrepreneurs to accelerate the evolution of the open data ecosystem. The networking activities will help develop this Open Data Network in which will facilitate new comers into the ecosystem enjoy lower entry barriers created because of a lack of contact and discussion groups focused on open data. The more engagement that is promoted by the ODINE project, the higher chances the ecosystem will have to become sustainable by means of the cooperation and synergies that result.

With this network it is expected that startups and SMEs will also benefit from visibility for venture capital firms which will allow the opportunity to gain additional steams of funding. Wayra, Fraunhofer Venture, and Telefónica Ventures already have a strong network of venture capital firms which the project will also benefit from.

### **3.5 Acceleration Program Results**

The There is huge opportunity to perform exploitation activities as part of the acceleration program as many of the key objectives are to ensure the provisioning of key mechanisms such as mentoring, training and stakeholder networking. The ODINE project will develop an acceleration program designed specifically for open data driven startups and SMEs.

The acceleration program will be tailored made for open data start-ups and SMEs in a pan-european working environment using online tools were ever possible. The consortium will be able

to use the acceleration program created both during and after the end of the project, as the program can be extended to future open data or online and distance acceleration initiatives.

ODINE, as an innovation program, will support the formation process of innovative open data driven products/services and help them turn into successful businesses. During the incubation period, the start-ups and SMEs will receive seed funding and acceleration support mechanism for a period of 6 months. The program will help exploit the project results by providing training, funding, mentoring and networking to drive commercialization and profitability ensuring sustainability of the mini projects. The further the project helps the start-ups and SMEs the more chances of success and final impact on the multiplication of the open data ecosystem.

The Exploitation plan will further explain what measure will be taken during the acceleration program in order to develop an open data specific solution to be used and developed for current and future incubation periods.

## **4 Exploitable Results**

### **4.1 Commercial Results**

In order to convince private companies and government to use the results of the mini-projects, the products and solutions created by the start-ups and SMEs must provide benefits to their value chain either by improving a product or service already provided by them or creating something new. Use of the success of these products or services can also manifest itself by further providing additional data sets or by providing existing open data in a more optimized manner. The consortium proposes to offer high visibility of success stories via partner's resources such as the Guardian, ODI and OKFN. As an indirect mechanism to ensure use of the product or service, the consortium must also ensure usefulness via the project evaluation.

In order to ensure use of the products and services by end users, the consortium will provide marketing training and advice and may require a marketing plan depending on the development stage of the start-up or SME.

#### **4.1.1 Mini-project evaluation**

There will be three main areas covered in the evaluation process; technical content; implementation, and impact. The technical content revolves around what the mini-projects will innovate to support the open data value chain or by what new service/product will be developed using the open data sets. Implementation refers to the feasibility and viability of the mini-project when evaluating business plans. The mini-project must analyse its financial viability and take into consideration time constraints. Impact that the mini-project creates on the open data ecosystem is the final area covered in the evaluation process.

The Evaluation Board will include experts and authorities in relevant field such as open data, data analytics, big data and cloud computing. It will also include industry, SMEs, technology and investment funds representatives.

The evaluation will be performed by two to three experts. The process will first have an initial filter in order to optimize cost and improve efficiencies. The shortlisted candidates will have to pass the more thorough evaluation.

## **4.1.2 Graduation ceremony**

At the end of the support programme we will make sure that the companies get the best start by arranging for a short video to be made demonstrating their project. These will be showcased on the project site and shared with media and investors such as Wayra's seed funding acceleration program, Fraunhofer Venture, and Telefonica Ventures.

A "graduation ceremony" in front of investors and media will be arranged twice a year, perhaps at the ODI summit and EDF. This will maximise the exposure of the companies by creating points twice a year which investors and media know will throw up something interesting.

## **4.1.3 Marketing plan**

Depending on the development stage of the start-up or SME, the consortium will require and help create a marketing plan that describes the commercialization, visibility and use of the products and services that result from the mini projects.

As part of the acceleration program, the start-ups and SMEs may have access to mentors and advisors with knowledge on how to develop a healthy marketing plan. Additional to the mentors and advisors, the start-ups and SMEs will have access to a "Gaining Traction" course with information on digital marketing and sales management.

The marketing plan will include the marketing mix with a special emphasis on promotion leveraging the resources provided by the partners such as The Guardian, ODI and OKFN. Key to the plan is the short and long term projections which may include revenue and expense forecasts as well as break-even analysis.

With the marketing plan requirement, the start-ups and SMEs are successfully planning the future use of the open data products and services created.

## **4.2 Infrastructure Exploitation**

In order to ensure a sustained use and attract new data driven incumbents, the platforms and tools developed for open data access will be state of the art, user friendly and in recognized formats in order to promote use. The consortium will adhere to a set of usability standards that will pledge a more efficient and satisfying use.

### **4.2.1 User feedback**

To develop usability we will work with the users to find opportunities for improvement. We will do this by encouraging feedback from the start-ups and SMEs that use the FIWARE solution and test environment in FILAB. The feedback will be collected via a formal survey conducted once a month as well as via a feedback escalation path.

- Usability is defined by 5 quality components (Nielsen, 2012):
- Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?
- Efficiency: Once users have learned the design, how quickly can they perform tasks?
- Memorability: When users return to the design after a period of not using it, how easily can they re-establish proficiency?

- Errors: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
- Satisfaction: How pleasant is it to use the design?

The survey will be based on these 5 quality components to evaluate current state and discuss action plans to solve any issues and improve usability.

#### **4.2.2 Platform standards**

The platforms developed will be simple to install, as it is the first contact users will have. This way, users will not be discouraged to start use of the platform and give up. Equally important is the platforms ability to be updated with fixes of any bugs that get found. This makes the users trust in the continuation of use of the platform even after finding something that may not be working.

Troubleshooting will also be addressed via support members to fix issues and make sure that these issues don't delay the development of their business ideas.

An intuitive GUI will allow a more inviting engagement with the user's thus encouraging use. It will be easy-to-navigate using trusted structures that have been proven to work in order to pass the user-friendliness test. The platforms also will adhere to the standards already in place in open data infrastructures allowing interconnectivity and development.

#### **4.2.3 Training material**

Training material will be provided to the users of the platforms easing the learning curves and creating a more inviting engagement.

The training materials will cover open data in general, data privacy, commercial use of open data, as well as entrepreneurship. Some material for example on entrepreneurship in general will be used from excellent external sources (i.e. ycombinator, techstars, Stanford University,...). Already successful open data business models will be published using the business model canvas framework to act as training material for future entrepreneurs.

### **4.3 Knowledge Exploitation**

All knowledge developed during ODINE will be open for access to any interested party. This includes training documents, toolkits and data-privacy guidelines.

Success stories will be featured and advertised by The Guardian on their new open data related content site on theguardian.com.

ODINE will further strengthen the open data community as a means of creating a sustainable impact on the open data community.

In order to create a one stop shop which is easy to access and navigate and enriched with all the knowledge results, the ODINE website will open a micro-site to place and organise all the information. The library will include all the knowledge based deliverables as well as manuals, training materials, informational articles and webinars.

Fraunhofer IAIS will make use of the Fraunhofer Venture initiative. As a partner of start-up companies, Fraunhofer institutes, the industrial sector and investors, IAIS supports foundation-willing scientists from the Fraunhofer environment with its know-how and utilizes Fraunhofer's

network for a successful technology transfer. The knowledge acquired within the ODINE project will be shared with the participants of the Fraunhofer Venture program.

## **4.4 Acceleration Program Exploitation**

### **4.4.1 Acceleration programme**

The acceleration program product will provide a best in class process for open data start-up and SME acceleration. This program will be used by up to 50 start-ups and SMEs during the six month mini-project development. The program will provide such empowering services as training, mentoring, and networking mechanisms. The success and use of the acceleration program will be due to the quality and relevancy of all services provided.

The start-ups and SMEs will make full use of the services provided and the consortium will ensure proper accessibility. It will provide control mechanisms such as milestone reviews and bi-weekly briefings to track the performance and track the use of the program. There will also be evaluation mechanism of the acceleration program to allow the start-ups and SMEs to take action on opportunities for improvement.

### **4.4.2 Open Data Acceleration Handbook**

The consortium will create an Open Data Acceleration Handbook and will make the document public. The goal is to provide information into best practices and guide future initiatives of open data acceleration. The handbook will be created after the 30 month ODINE project. The handbook will include lessons learned, optimal provisioning of services and advice.

## **4.5 Open Data Network Exploitation**

### **4.5.1 Partner membership**

Allowing and promoting a larger community of open data enthusiast, entrepreneurs and investors and formalizing the community with membership, will encourage belonging to the network as well as create a database of contacts.

ODINE will allow individuals to sign up via a partner membership allowing this more formal incorporation into the network which also allows use of contacts actually inside the network. These individuals are expected to have an active interest in wanting to exploit the project results.

It's expected that relationships that emerge between members and partners have potential to multiply the development of the open data ecosystem with results that occur far beyond the conclusion of ODINE.

### **4.5.2 Opendataeurope500.eu**

The consortium will facilitate a webpage in order to facilitate the use of the network database created. The Open Data 500 is the first comprehensive listing of European companies that use open data to generate new business and develop new products and services. Open Data is free, public data that can be used to launch commercial and nonprofit ventures, do research, make data-driven decisions, and solve complex problems.

The goals from the Opendata500.eu are a. to provide a basis for assessing the economic value of open data, b. to encourage the development of new open data companies and c. to foster a dialogue between government and business on how government data can be made more useful.

A selection of the best companies of the Opendata500 will be featured at the website and the Guardian. The stakeholders database fueling the Opendata500 website will be connected to another database recording information about existing data-value chain examples in Europe. The data-value chain database will collect a large set of use cases and examples of reuse of open datasets for different domains and purposes. Various cases of reuse of open data products will be generated by the ODINE startups themselves. These successful examples of data reuse and enrichment will be the starting point for the generation of a sustainable network of data-value chains where value is added to open data and new possibilities and ideas for its reuse are created. The data-value chain database will be made public, together with the Opendata500 website, and stakeholders and interested parties will be able to collaboratively add their success stories and examples to it.

## **5 Exploitation plan by partner**

### **5.1 SOTON**

SOTON will exploit the project results for both educational and industrial purposes. The exploitation for educational institutes will be mainly targeted Southampton Business School (SBS) and School of Electronics and Computer Science (ECS). SBS will engage with various audiences by providing business training sessions based on its rich experience on open data research and case studies. Experts from SBS will join ODINE's peer networking events every three months starting from August 2015.

ODINE will also disseminate its impact to SBS and ECS students by appointing them to SMEs which have joined the ODINE project and they will work together to build up the business in open data. The students can join the SMEs' team for placement up to 6 months and obtain the practical skills to work with real business. For ECS, ODINE will organise or join the following events regularly:

- ECS career fair twice a year: ODINE have a poster stand in the career fair and encourage young entrepreneurs to startup new businesses in open data related areas
- Distinguished lecture: Dr. Elena Simperl will give two to three distinguished lectures to further explain the ODINE incubator programme to the whole university.
- ECS Entrepreneurs: ECS regularly organises series of entrepreneurship lectures and ODINE will present twice during the project.

The Web Science Institute in SOTON has setup an Open Data Academy, which is the one of the largest research group working on Open Data. SOTON will work closely with Open Data Academy and make sure ODINE can outreach the members in the academy. Besides those activities, we plan to apply the insights gained during the project to develop new spin-off ideas in Web and Internet Science research group.

To promote ODINE to industry, SOTON will mainly make full use the Research and Innovation Services (RIS) in SOTON, which has decent history to promote and support the transfer of research expertise and knowledge into industry and maximize the commercial and societal impact

of research output. The RIS service in SOTON is also one of the six partner universities of SetSquared<sup>1</sup>, which offers start-up support for researchers. The IT Innovation center, as part of the School of Electronics and Computer Science in SOTON, also has extensive experience to apply new technologies from the research community to problems in industry and commerce. All those services and previous experience will disseminate and promote ODINE results to a wider range of commercial audiences.

## **5.2 IAIS**

IAIS develops a number of mature open-source components, such as OntoWiki, conTEXT etc. As part of ODINE it plans to use the contacts gained to investors and business developer to come up with new business ideas and spin-off enterprises around these tools. In addition, as an applied research center, IAIS will use the contacts established during the project to start new industrial research projects and collaborations.

## **5.3 The Guardian**

The Guardian, as a promoter of open data technologies and principles, will use ODINE as a means to strengthen its standing in the open data community and establish new links to the entrepreneurial scene.

## **5.4 OKFN**

OKFN will continue the mission to increase open data literacy and awareness of the business and societal benefits that can arise through the use of open data sets. Improving the quality of the data sets on various data portals that are built on OKFN's CKAN software will be very useful for a variety of other projects and initiatives that the OKFN is involved with. It will allow these initiatives to build on these data sets and increase the potential for creating thriving communities of people and applications. In addition, OKFN is part of several open source software projects that is useful components and tools to application developers; vice versa, where businesses are developing software that are released with open source licenses, the OKFN ensures that software will be reused across other applications, thus further increasing opportunities for a healthy ecosystem of open data applications. OKFN will ensure that the opportunities and results of ODINE will be used and spread out in the open data community.

## **5.5 ODI**

ODI is incubating and helping the developer communities in the UK in their exploitation and use of open data. The project will allow ODI to facilitate links for the Web entrepreneurs that are already part of its program into Europe, and help companies to exploit open data at both a European and an international level. Having evidence and examples of progress in open data take-up at the European level will provide greater leverage for further development and exploitation of open data in the UK. The ODI will exploit the project results to strengthen its own processes and methodologies in encouraging the open data economy in the UK. Similarly, the ODI will use its own experience as a hub for open data expertise to help the ODINE to work out which activities best

---

<sup>1</sup> <http://www.setsquared.co.uk/>

promote the publication, consumption, and understanding of open data. The ODI will be able to share its full suite of products, including training materials and practices.

## **5.6 TID**

### **Organization Profile**

Telefonica is one of the world leading integrated operators in the telecommunication sector, providing communication, information and entertainment solutions, with presence in Europe and Latin America. It operates in 24 countries. As of December 2012, Telefonica's total number of customers amounted to 315.7 million.

Telefonica has one of the most international profiles in the sector with more than 60% of its business outside its home market and a reference point in the Spanish and Portuguese speaking market. In Spain, the Group has over 80 years' experience since its constitution in 1924, providing services to more than 41 million customers at December 2013. In Latin America, Telefonica gives service to more than 224 million customers as of the end of December 2013 becoming the leader operator in Brazil, Argentina, Chile and Peru and has substantial operations in Colombia, Ecuador, El Salvador, Guatemala, Mexico, Nicaragua, Panama, Puerto Rico, Uruguay, Venezuela and Costa Rica. In Europe, on top of the Spanish operations, the Company has operating companies in the United Kingdom and Germany, providing services to more than 50 million customers as of the end of December 2013.

Telefonica has a regional and integrated management model. The key to company's structure lies in extending its client focus, its leveraging scales and its strategic and industrial alliances.

Activities of Telefonica I+D are now included into a new transversal organization. This reorganization of Telefonica, will assure a significant role for Telefonica I+D specialized offering and is a major movement to increase the market connection to the products developed by Telefonica I+D.

Telefonica has a global business division whose mission is to seize the opportunities within the digital world and deliver new growth for Telefonica through research & development, venture capital, global partnerships and digital services such as cloud computing, mobile advertising, M2M and eHealth. A number of existing, innovative digital businesses are also included in the Telefonica family, including Jajah, Terra, Media Networks, TokBox and giffgaff

Telefonica's vision is to make the possibilities offered by the new digital world real and to be one of the leaders in this area. One of the steps the company has taken to get ahead of its competitors was the creation of different global product and service development units, covering, among others, cloud computing, eHealth, financial services, M2M (machine-to-machine connections), video and digital home, applications and security. These units are the pillars of a globalized innovation model which is designed to capture as much of this growth in the telecommunications sector as possible. Telefonica will deliver these innovative products and services to 300 million customers as well as leveraging the power of the internet to enter new markets.

### **Identification of main project outcomes**

Telefonica has amongst its top priorities its reconversion into a “digital Telco” capable of getting value downstream in the new digital economy value chain, which would ultimately position it as a relevant player in the global Internet ecosystem.

Telefonica’s main contribution in ODINE is the usage of FIWARE technologies and FIWARE Lab infrastructure and support. The Future Internet technology related to FIWARE is one of the pillars for Telefonica’s transformation into a key player in the digital world, as one of the first steps is the development of a set of essential enablers. Non-surprisingly, these are closely related to Telefonica’s FIWARE GE’s. The most important exploitation channel for FIWARE technologies is the Industrial Internet of Things platform, mostly based on FIWARE technologies and with which Telefonica provides commercial services to customers:

- IoT is about collecting large amounts of data on “things” as sources of information, transforming data flows into sensible information through massive data processing and analysis, and finally providing user applications with that information through APIs; also, users can interact with this IoT environment by sending automated or manual commands to the devices
- Telefonica is developing a comprehensive platform for handling IoT over M2M communications: this open operational platform is particularly applicable for service delivery in the Smart City context, as external developers and other collaborating companies are enabled to build applications on top of this open platform
- A number of elements in that platform are also incorporated in the FIWARE architecture: especial attention is paid to modules dealing with sensor abstraction
- Open Data from IoT and the IoT long tail are additionally a relevant elements of the commercial strategy. Open Data portals and transparency portal are well known exploitation results.

Most of this activity relates to Smart City / Smart Region strategies:

- Currently, at Telefonica there is a number of ongoing Smart City experiences in Europe and Latin America
- Telefonica won the public contest for Valencia Smart City, which will be FIWARE compliant, and leverage on FIWARE programme ecosystem to provide greater value to citizens and authorities.
- In Seville, Telefonica will participate in the FIWARE-based Smart Port initiative, in the logistics of cargo, ships and trains
- In Brazil, Telefonica had announced the first Brazilian Smart City at Aguas de Sam Pedro, and it will take it one step further making it the first Brazilian FIWARE city
- In Las Palmas de Gran Canaria, in the Canary Islands, in cooperation with the University of Las Palmas de Gran Canaria, Telefonica is working on a Smart Campus project and the Smart Port which accounts for 70% of the economy of the island
- Transversal to Smart Cities and Regions, are different applications such as tourism, e-administration, learning, etc.
- Several Cities in Spain already deploy (in many cases by Telefonica) Open Data and Transparency portals based on the platform.

In order to make this market opportunity a reality, Telefonica, together with FIWARE consortium, is making a strong bet, particularly on the area of **In Time (Context) Open Data**, particularly through the **OMA/FIWARE NGSI API** where several initiatives are being put in

- First, launching the Open and Agile Cities Initiative<sup>2</sup>, where 31 cities from 7 countries have already committed to collaborate in the adoption of an In-Time API for cities (NGSI), an standard open data platform (CKAN), the definition of data models starting from initiatives like CitySDK, and working driven by implementation. These approaches are fully in line with ODINE activities.
- Through the creation of an industrial alliance (Telefonica, Orange, Engineering, Atos) to create and open source community and work towards open smart city standards.
- By leading and supporting relevant initiatives for the standardization of smart city APIs and protocols, including open data, as in the Alliance for the Internet of Things Innovation (Smart Cities working group), or GSMA standardization activities, promoting NGSI as a northbound API for context and IoT data, independent of the IoT protocols and connectivity.

Therefore, ODINE is a key element towards the creation of market awareness, participation on driven by implementation open data models for cities, and adoption of standards and technologies.

## 5.7 WAYRA

WAYRA's participation in ODINE brings a great opportunity to the company to consolidate its position as one of the leading start-ups accelerators in Europe. ODINE will help Wayra further develop its business network and offer access to new sources of talent and ideas, in an area which Wayra has only marginally explored so far. Through ODINE Wayra will expand its operations into European countries that have so far remained outside of its scope, and to contact other important regional players, leading to a greater impact of the start-ups it accelerates. In its strong believe that open and big data business models will fundamentally affect every sector of the economy, Wayra's interest is to establish contact with its developers and early adopters in order to be aware of the latest technology and VC trends in the region. Last but not least, Wayra belongs to the Telefónica Group, which has relevant business units that are exploring how to monetize and take advantage of open data. In its global vision within Telefónica, Wayra's commitment to exploit synergies with other business units within the company is absolute. Their success is also Wayra's success and will undoubtedly contribute to put Europe back on the map as one of the hot tech innovation spots.

---

<sup>2</sup> <http://connectedsmartcities.eu/open-agile-smart-cities/>